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PEUGEOT**NEWS
RELEASE**

FOR RELEASE ----- SEPTEMBER 1, 1970

INSTANT CONTROL!

HENK DE VRIES, INSTRUCTOR OF THE BP SKID CONTROL SCHOOL AT OAKVILLE, ONTARIO DEMONSTRATES THE ABILITY OF THE FRONT-WHEEL DRIVE PEUGEOT 304 TO RESPOND UNDER SKID CONDITIONS. THE "THREE POINT CONTROL" OF THE 304 WAS DEMONSTRATED THIS WEEK TO GROUPS OF PEUGEOT DEALERS IN TORONTO AND MONTREAL. POWER, STEERING AND DISC BRAKES ARE ALL ON THE FRONT WHEELS. HENK ENJOYS HIS PIPE WHILE PERFORMING THESE MANOEUVRES.



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PEUGEOT**NEWS
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FOR RELEASE -- SEPTEMBER 1, 1970

GRACEFUL LINES - WITH CONTROL!

DEMONSTRATIONS OF THE CONTROLABILITY OF THE NEW 304 WERE GIVEN TO PEUGEOT DEALERS IN MONTREAL AND TORONTO THIS WEEK. CANADA'S MANOEUVRES TO EMPHASIZE THE CONTROLABILITY OF FRONT-WHEEL DRIVE IN DIFFICULT DRIVING CONDITIONS. THIS ACTION TOOK PLACE AT THE BP SKID CONTROL SCHOOL IN OAKVILLE.





304

PEUGEOT



304

luxurious front wheel drive

The advanced design and proven engineering techniques used in the 204 series have been retained to develop this larger front wheel drive sedan.

It features a flat, rigid, ribbed floor base and independent suspension, which means maximum space inside, where it counts, and minimum outside dimensions, where it costs.

The oversquare overhead camshaft 1288 cc engine develops 70 true S.A.E. h.p., enabling effortless cruising at sustained high speeds.

Braking-power-assisted front disc with brake equalizer - is superb.







balanced elegant styling





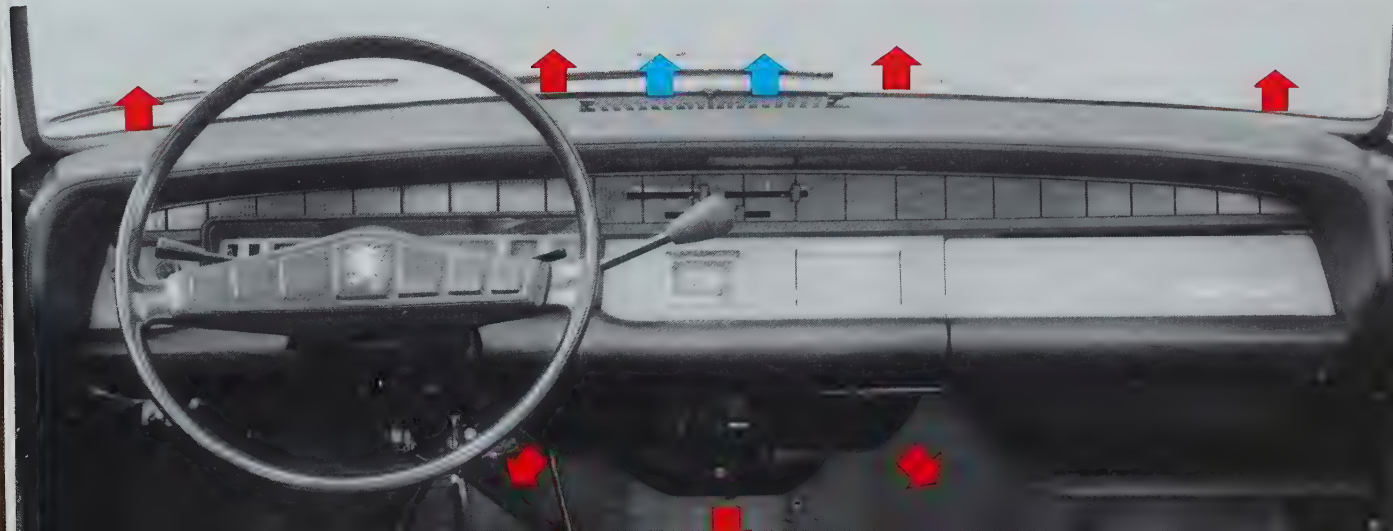
safe and cozy inside

The dashboard panel is recessed between the thickly padded upper hood and lower bead. The rectangular instrument cluster includes speedometer, trip meter, water temperature gauge and thermal voltmeter. Included in the panel is an electric clock.

For Canadian winters the 304 has been provided with a sophisticated, powerful rheostat controlled heater defroster. And for the hot summers, fresh air flow extractors. Keep your windows up, get your fresh air from inside without the inconvenience of noise and dust. For in between seasons, you may want to select a combination of warm air at your feet and fresh air directed to your face.

For storing odd items, choose between the glove compartment or the parcel shelf underneath the instrument panel on the passenger side.

 FRESH AIR
 FRESH OR HOT AIR





an all-purpose interior

The 304 is designed to be used on long trips. The well contoured seats are upholstered in solid, colour-keyed cloth with leatherette sides, which stay warm in winter and cool in summer. Canadian models have head-rests. The front seats are fully adjustable and recline to form couchettes.

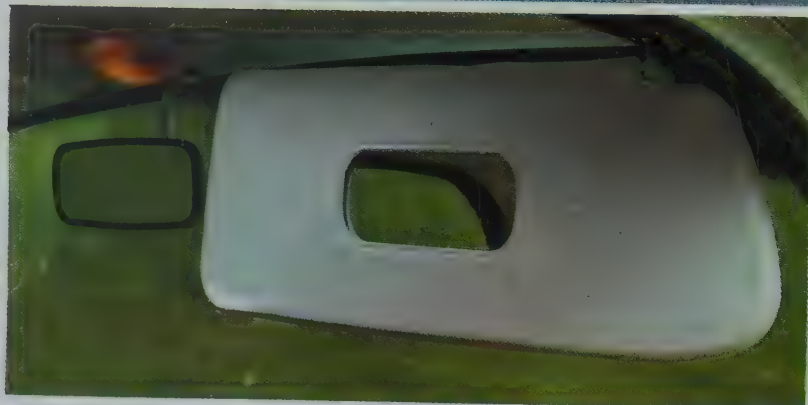
Up front, where adults usually sit, there is luxurious wall to wall carpeting. And for children, in the rear, a washable rubber carpet.

Lap and shoulder belts are provided on Canadian models for all passengers.

The doors are trimmed in two-tone leatherette. Each door has a combined padded armrest and door handle. Door lock controls are recessed for safety.



On models supplied for delivery overseas, a sun roof is available as an optional extra, and the passenger sun visor is equipped with a mirror.





A large rear shelf provides extra space for odd items, handbags, etcetera.

Anti burst locks on all four doors. Child-proof locks are standard equipment on the rear doors. Once the safety catch is on, the door can only be opened from the outside.



With the spare tire stored and accessible through a separate compartment underneath the trunk floor, there is ample uncluttered room inside for 15.7 cubic feet of luggage. The geometrically designed floor is covered with washable lining. Counter balanced lockable lid.

specifications

Unitized body and frame construction of extra thick reinforced steel.

Wheelbase: 102 inches.

Overall length: 163 inches.

Overall width: 61.8 inches.

Front track: 51.2 inches.

Rear track: 49.6 inches.

Weight: 2017 lbs.

Height, empty: 55.5 inches.

Ground clearance: 4.6 inches.

Engine

Transversally mounted, bolted 20° forward

Oversquare, 4 cylinder, 76×71 m/m

1288 cc. (78.6 cu.in.)

Compression Ratio: 8.8/1

70 h.p. (S.A.E.) at 6100 r.p.m.

Aluminium block and cylinder head

cross-flow bi-hemispherical head

5 main bearing crankshaft

Overhead camshaft

Removable wet sleeves

Forged steel connecting rods

Thermostatically operated fan (Peugeot patent)

Oil capacity: 3-1/2 quarts

Oil clamp and lubrication required only every 300 miles

Fuel tank capacity: 9.2 gal.

Clutch

Hydraulically operated, diaphragm

Transmission

Front wheel drive

Transversally mounted gearbox under the cylinder block

Four speed all synchromesh with floor mounted lever on canadian models.

Suspension

Independent suspension on all 4 wheels

Peugeot patented telescopic shock absorbers

Anti roll bars front and rear

Steering

Rack and pinion, self adjusting

Jointed collapsible column for safety

Turning circle: 32' 8 between kerbs
34' 4 between walls

Brakes

Front disc

Rear drum

Power assisted and load equalizer.

Tires

145 SR 14" radial ply

Maximum speed

93 m.p.h.

PEUGEOT

1971

Specifications subject to change without notice

PEUGEOT**NEWS
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PEUGEOT 304 - SPECIFICATIONGENERAL DESCRIPTION

The new model 304 is a 4/5 passenger, 4 door sedan. The engine is front mounted driving the front wheels. The manufacturer is Automobiles Peugeot, Sochaux, France, and it is imported into Canada by Peugeot Canada Ltd., Montreal and Toronto. As sold in Canada and the U.S.A., the 304 meets all safety standards and pollution control requirements currently in force for passenger cars.

Styled by Pininfarina of Italy and engineered by Peugeot, it has a sleek exterior design. The all-steel monocoque body shell features the highest possible visibility and passenger comfort. Added safety and roadability is achieved by the use of front disc/rear drum brake combination, and Michelin radial ply tires.

OUTSTANDING FEATURES

- Overhead camshaft engine in cast aluminum developing 70 brake horsepower
- Four wheel independent suspension
- Four speed transmission with floor mounted shift
- Oversize trunk capacity, nearly 16 cu.ft.
- Fully reclining front seats

DIMENSIONS AND WEIGHT

Wheelbase	- 102 inches
Track	- Front - 52 in. Rear - 50 in.
Overall Width	- 62 inches
Overall Height	- 55 inches
Ground Clearance	- 5 inches (minimum)
Curb Weight	- 2,017 lbs.
Overall Length	- 163 inches

DETAILS OF THE 304

ENGINE/DRIVE UNIT

The four cylinder overhead camshaft engine is die-cast in aluminum, with wet cylinder liners of iron. The engine, gearbox and differential are in a single unit mounted over, and driving to, the front wheels.

Selection on the four speed gearbox is by a floor mounted manual lever. The diaphragm clutch is actuated by a conventional pedal and hydraulic cylinders.

Cylinder capacity	-	1,288 cc (78.5 cu.in.)
Maximum output	-	70 Brake Horsepower at 6100 rpm
Maximum torque	-	74 ft/lbs. at 3750 rpm
Final Drive Ratio	-	4.06/1
Final Drive	-	by shafts to front wheels through double constant velocity joints

STEERING, SUSPENSION, BRAKES AND TIRES

The rack and pinion steering mechanism has a jointed column and padded wheel for driver safety. It provides light yet positive control. All four wheels are independently sprung with Peugeot long-travel coil spring/shock absorber combinations. An anti-roll bar is fitted front and rear for road stability. The front disc/rear drum brake combination has vacuum-servo assistance and balance is controlled by a braking force compensator.

- Turning circle - 33 ft. between curbs
- Braking area - 281 square inches
- Handbrake - Central lever with cables
to rear brakes
- Tires - Michelin, size 145X14 radial ply

The Peugeot 304 has been designed with safety and comfort in mind, and is particularly suitable for North American conditions. Among the most important features are:

Safety

- High angle driver visibility - 310 degrees
- Head restraints on front seats
- Fully padded dash and interior
- Seat belts with lap and shoulder straps
- Face level fresh air ventilation
- Front wheel drive
- Power assist disc/drum brakes
- Radial ply tires
- Four way hazard flashers
- Burstproof safety locks on all four doors
- Childproof locks on rear doors

Comfort

- Full size heater for Canadian conditions
- Fully reclining front seats
- Wide opening doors
- Extra large trunk - nearly 16 cu.ft.
- Sales and Service facilities in Canada
and the U.S.A.

PEUGEOT**NEWS
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PEUGEOT CHOSEN BY RALLY WINNERS

Car rallies provide an exacting test of any automobile. Usually held on rough roads, and sometimes rutted tracks, rallies can make or break many a car.

The Canadian National Rally Champion for 1968, Dr. Keith Ronald, drove a front wheel drive Peugeot 204 to amass a greater points score than any other rally contestant in Canada. Dr. Ronald, a professor at the University of Guelph, chose Peugeot for reliability, ease of handling and safety.

Peugeot repeated their success in 1969, with the husband and wife team of Bruce and Betty Schmidt. This couple also drove a 204 and are natives of Tavistock, Ontario.

In East Africa, the name Peugeot is well known in the winners' circle of the East African Safari. Outright

victory went to Peugeot cars on four occasions, no other make of car has gathered more victories. Acknowledged to be the most demanding rally event in the world, the Safari usually sees less than ten cars finish out of a field of a hundred starters.

While the new model 304 Peugeot was not designed for the rallyists, it will have a great appeal to them. With an increased engine output, improved suspension and interior design, this front wheel drive sedan could again bring Peugeot to the top rung of rallying in Canada. Other features are a four speed gearbox, with floor shift, new interior fresh air ventilation system, and Michelin radial ply tires.

Of course, the ordinary motorist will benefit the most from Peugeot "rally-ruggedness" in lowered cost of maintenance, greater comfort and safety. The 304 may even turn some of them into rallyists.



FOR RELEASE

AUTOMOBILE INDUSTRY RESPONDS TO
SOCIAL PRESSURES OF THE SEVENTIES

The industrial complexes of the world are feeling the pressures of social change wherever they are located. No single industry is under greater pressure than automobile manufacturers. Individuals and groups in many countries have succeeded in having their philosophies translated into legislative action by governments. Led by the United States, which is both the largest consumer and the largest producer of automobiles, new laws concerning highway, safety and air pollution control have been enacted. More laws are likely to follow, both in the United States and other countries.

Indirect effects of these laws and other social pressures are being felt now, and will be felt to an even greater degree in the future. A significant development already in evidence is the trend towards reduced physical size of

of the automobile. In North America, renowned for the large size and opulence of its automotive products, the major manufacturers have new projects soon to be announced, of even smaller cars. These smaller cars will of course use less of the world's steel and other products in their construction. Consumption of petroleum products will be hopefully reduced, in the broadest sense, and therefore pollution levels will be lowered.

Smaller cars require new techniques of design and manufacture, and the automotive engineer will have a wide scope for his talents. Smaller more efficient engines are, of course, a first concern, not only for reduced running costs, but for further reduction in pollution levels. Pollution control equipment must not impair power output either, or an unsatisfactory performance will result.

An even greater concern is safety and reduction of the effects of accidents on passengers. The ingenuity of the engineers will be severely tested in this field. Smaller cars must be lighter and safety arrangements must

be carefully thought out to minimize any added penalty of excess weight.

The automotive industry generally is responding to these challenges on a world wide basis. One of the countries where relatively smaller cars have been a special love for many years is France. The interest of French manufacturers is not purely local since about 50% of car production is for export. French automotive engineers are concerned with conditions the world over in order to produce automobiles that will meet the needs of many different drivers, react properly to climatic conditions, and conform with the laws of the country where they are ultimately sold.

North America is not the largest market for French cars, but many trends, both in engineering and legislative action have originated in the United States. French engineers and marketing specialists have carefully studied the directions being taken in America. Developments in England too, particularly with respect to the ergonomics* of car design, have not escaped their detailed examination.

* Ergonomics - the anatomical, physiological and psychological study of man in his environment.

In his study of the automobile "Man and Motor Cars" ** Stephen Black pointed out a number of basic considerations which particularly apply to current design trends.

"With two wheel drive it is advantageous to have the engine as near to the driving wheels as possible so that its weight can minimize wheel spin--further he states--"Experiments carried out at the road research laboratories and elsewhere indicate that a front-sited engine operates as an effective protecting mass for the occupants seated in the front of a vehicle"--and again--"for ultimate protection, we must rely on a "steel shell" construction of the body, energy absorbing body work and suitably designed bumpers."

Cars with engines located on front and driving the front wheels have been available for about forty years. In the past, these cars were, relatively expensive. Very expensive front wheel drive cars were made in America during the thirties. The names of Citroen, Cord and Dusenbergl are not unknown to the automobile engineer and enthusiast.

** Secker & Warburg, London 1966

In recent years, the Peugeot company have directed their attention to front wheel drive for medium size or "compact" cars, suitable for world markets. The first quantity-produced front wheel drive Peugeot was the model 204 introduced some five years ago.

In taking into account the social pressures and legal requirements of the seventies, Peugeot are now in production of the model 304. It is to be marketed in North America, beginning this fall. All of the required safety features, and more, as well as pollution control devices have been incorporated into this unique automobile.

Briefly described, the 304 is a front-engined, front wheel drive, 4 door sedan, carrying 4/5 passengers. If any single safety factor were to be cited in the overall design of the 304, it would be the choice of front wheel drive. The transverse engine, four speed gearbox and differential are all incorporated into one unit, mounted directly over the front wheels. In many difficult driving situations front wheel drive adds greatly to the ease of control of the car, because the main functions of steering and powering the vehicle are carried out by the same pair of wheels. The main effort of braking too, operates

on these same wheels through the power assisted disc brakes. When these three important functions are acting on the same set of wheels, the driver has an increased sense of security in a "compact" car.

The 304 body shell is of unit construction giving a strong, yet light weight, passenger carrying box, with both the front and rear extensions designed to be impact absorbing. The wheelbase is long - 102 inches - and independent suspension, easily achieved with a front wheel drive car, is applied to all four wheels. Greater ease of handling and greater comfort are achieved by this wheelbase/suspension combination.

The interior of the 304 has received careful attention, particularly from the driver point of view. The seats are of typically French design - heavily padded, giving good body support. Fresh air ventilation is provided by a system separate from the normal heating arrangements. Ultimately a driver who is well positioned in a comfortable seat and having adequate ventilation will be a safer, more alert, driver.

The effectiveness of the design concept and the utility of the finished product were demonstrated convincingly to groups of Peugeot dealers in Toronto and Montreal recently. Henk de Vries of the "BP Skid Control School" put the 304 to the ultimate test on a skid pan. Henk was able to demonstrate how the "pull" power of front wheel drive, rather than the "push" power of more conventional drive systems gave the 304 greater control under difficult conditions. Manoeuvres to put the car into a skid were purposely made, and then with the car in a position from which recovery seemed impossible, the car was easily corrected and put back on proper course.

Many of the Peugeot representatives on hand took the opportunity for instruction from de Vries and found out for themselves how a quick recovery from skidding can be made with the front wheel drive.

Most of the world's automobile manufacturers now produce a front wheel drive car. Peugeot were among the first with the 204. Some, very large, are produced in North America, some very small are produced in Japan, England and France. Automobiles Peugeot, where technical

innovation started with the founder Armand Peugeot in 1890, are satisfied that the medium-sized car having adequate power, is ideally adapted to front wheel drive and have created the model 304 for world markets.

In the decades to come additional social pressures for greater safety and control of automobiles will be felt. In France, at Peugeot, the engineers are constantly demonstrating their ability to meet new conditions. When new automobiles are required, the continuing research of these engineers, conducted on a world-wide basis, will ensure that new solutions will be engineered in France. There is little doubt that many automobile designs of the future, from many manufacturers, will follow the lead of the new Peugeot 304, even if they are a few years away.

